



Hangzhou International School Job Description

TITLE: Graphics Designer

CATEGORY: National Hire Department Specialist Assistant Level

PURPOSE: To be the school's in-house designer and act as first point of contact for the design and production of print items.

QUALIFICATIONS:

- Bachelor's degree in graphic design or related field
- Experience as a graphic designer or in related field
- Demonstrable graphic design skills with a strong portfolio in design and layout
- Proficiency with required desktop publishing tools, including Photoshop, InDesign, Quark, and Illustrator
- A strong eye for visual composition
- Effective time management skills and the ability to meet deadlines
- Able to give and receive constructive criticism
- Understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design
- Experience with computer-aided design
- Competent use of standard computer Office packages to include Word, Excel and Outlook

Skills, Competencies and Characteristics Required:

- Should enjoy working with children and young people
- Should be highly trustworthy, honest and dependable
- Should be willing to learn about the IB curriculum and how schools operate.
- Should be proactive, positive, approachable and well organized.
- Should have a good command of spoken and written English language.
- Should show a willingness to be involved in the life of the school over and above the prescribed role.
- Should be sporty and high-spirited
- Should be a self-starter, capable of delivering brilliant creative ideas, and show amazing attention to detail

REPORTS TO: PR & Marketing Coordinator

MAJOR RESPONSIBILITIES AND DUTIES:

- Planning concepts by studying relevant information and materials
- Illustrating concepts by designing examples of art arrangement, size, type size and style and submitting them for approval
- Preparing finished art by operating necessary equipment and software
- Coordinating with outside agencies, art services, web designer, marketing, printers, photographers, and colleagues as necessary

- Contributing to team efforts by accomplishing tasks as needed
- Communicating with clients about layout and design
- Creating a wide range of graphics and layouts for product illustrations, company logos, and websites with software such as photoshop
- Reviewing final layouts and suggesting improvements when necessary.
- Carry out design and typesetting of school publications, brochures, flyers, invitations and other documents
- To ensure all print items produced by the school conform to the brand design specs
- To work with the Marketing coordinator and other PR/Communications colleagues on the production of the school main publicity materials e.g. new family viewbook
- To complete an audit/timetable of school documents which are printed regularly in order to facilitate forward planning of print requirements
- To work with departments across the school as required, particularly information services
- Any other reasonable duties required by the Superintendent of Schools, Director of Admissions & Community Relations, or PR & Marketing Coordinator relating to marketing and

Standards and quality assurance

- Support the aims and ethos of the school
- Set a good example in terms of dress, punctuality and attendance
- Attend team and staff meetings as required

TERMS OF EMPLOYMENT:

Salary and work year to be established by the Board in accordance with local Chinese law and school policy. 12 months' contract with national public holidays and leave as earned by School Policy.

EVALUATION:

Performance of this job will be evaluated on an annual basis in accordance with provisions of the School Policy. The primary evaluator will be the Marketing Coordinator with input from the Director of Admissions & Community-Relations and other admin in the school.